

Statistics

Population (2003)

Iowa:	1,599,251	metro	(0.7% of total U.S. metro)
	<u>1,344,811</u>	non-metro	(2.7% of total U.S. non-metro)
	2,944,062	total	
United States:	241,395,996	metro	
	<u>49,413,781</u>	non-metro	
	281,421,906	total	

Farm-Related Employment (2000)

Iowa:	427,452 jobs	(22.2% of total Iowa employment)
United States:	25,834,574 jobs	(14.9% of total U.S. employment)

Number of Farms (2002)

Iowa:	90,655	(4.3% of total U.S. farms)
United States:	2,128,982	

Average Farm Size (2002)

Iowa:	350 acres
United States:	441 acres

Market Value of Agricultural Products Sold (2002)

Iowa:	\$12.3 billion
United States:	\$200.6 billion

Rank among all States in market value of agricultural products sold (2002): #3

Top 5 Agricultural Commodities (2002)

Commodity	Value of receipts (thousand \$)	Percent of U.S. value
Corn	3,259,178	18.6
Hogs	2,424,603	25.2
Soybeans	2,260,345	16.8
Cattle and calves	1,764,565	4.6
Dairy products	459,086	2.2

Market Value of Agricultural Products Sold Directly to Consumers (2002)

Iowa: \$11.7 million
United States: \$812.2 million

Farmers Markets (2004)

Iowa: 172
United States: 3,617

Market Value of Certified Organic Commodities (2002)*

Iowa: \$13.3 million
United States: \$392.8 million

*(Data may not reflect actual industry growth after Oct. 2002 implementation of USDA National Organic Program.)

Certified Organic Acreage (2001)

Iowa: 80,354 acres
United States: 2,343,857 acres

USDA-Accredited Organic Certifying Agents (2005)

Based in Iowa: 2
Total: 96

Marketing Products and Services

Specific to Iowa

Making the Des Moines Farmers Market Year-Round

Four representatives from the Greater Des Moines Partnership met with AMS in June 2005 to discuss turning the downtown Des Moines farmers market into a permanent year-round

facility. The Des Moines farmers market has been operating for 20 years, features more than 200 vendors weekly, and attracts upwards of 13,000 visitors a week in peak season.

Farmers Market Conference

AMS cosponsored a national farmers market conference at Drake University in Des Moines in September 2004. The theme of the conference was *The Role of Farmers Markets in America's Food System*. Participants from Arizona, Illinois, Iowa, Kansas, Minnesota, New Mexico, North Carolina, Oklahoma, Oregon, Utah, and Washington provided consultation, training, and information for traditionally underserved farmers, specifically focusing on producers of specialty crops. AMS speakers addressed several of the panel discussions.

Minority Agriculture Conference Held in Des Moines

The 19th annual Minorities in Agriculture, Natural Resources, and Related Sciences (MANRRS) Career Fair and Training Conference was held in Des Moines in March 2004. The conference was presented in partnership with Pioneer Hi-Bred International, Iowa State University, John Deere, and Cargill. AMS managed an informational exhibit at the conference and distributed literature about employment opportunities. MANRRS is a national society that encourages people of all races to participate in agricultural-related science careers and promotes interaction between students, professionals, and other organizations.

Institutional Marketing Conference

In January 2003, AMS participated in the "Institutional Markets: Supply Chain Development and Risk Management Strategies" conference, held in Ames. At the request of the conference organizers, each attendee received a copy of AMS's publication *How Local Farmers and School Food Service Buyers are Building Alliances* (PDF) as part of their registration packet. The conference focused on opportunities and challenges farmers face when marketing to institutional food buyers such as universities, colleges, hospitals, and restaurants, and explored possible strategies that producers could use to reduce their risk when pursuing institutional marketing opportunities.

Development of Waterloo Farmers Market

AMS conducted mailed and intercept surveys of farm vendors, market shoppers, and other community members in partnership with Iowa State University, to support the development of a farmers market pavilion at the Sycamore Street Market complex in downtown Waterloo.

Federal-State Marketing Improvement Program (FSMIP) Grants

FSMIP provides matching funds to State Departments of Agriculture and other appropriate State agencies to assist in exploring new market opportunities for food and agricultural products, and to encourage research and innovation aimed at improving the efficiency and performance of the marketing system.

- In 2003, \$46,500 was awarded to the Iowa Department of Agriculture and Land Stewardship, in cooperation with the Wisconsin Department of Agriculture, Trade and Consumer Protection, the Agricultural Utilization Research Institute of Minnesota, and Cooperative Development Services, to conduct market research and a pre-feasibility analysis on collaborative approaches to marketing meat byproducts, and to provide business planning, and product development assistance to the region's small scale meat processors.
- In 2002, \$81,700 was awarded to the Iowa Department of Agriculture and Land Stewardship, to assess wine grape production, processing, and consumer demand in the Iowa region to assist the emerging Iowa wine industry to make better business decisions; and, in cooperation with the Iowa Area Development Group, Iowa State

University, Iowa Corn Promotion Board, Iowa Farm Bureau Federation, Iowa Cattlemen's Association, Iowa Institute for Cooperatives, Iowa Department of Economic Development, and Iowa Renewable Fuels Association, to conduct nationwide needs assessments of dry mill corn processors and end users, and sponsor a national conference.

General Interest

New Farm-to-School Marketing Publication

Eat Smart—Farm Fresh! A Guide to Buying and Serving Locally-Grown Produce in School Meals (PDF) was published in December 2005 by the Food and Nutrition Service (FNS) of USDA. The publication, which helps school lunch programs find locally-grown produce, was developed by a multiagency task force that included an agricultural marketing specialist from AMS, four child nutrition specialists from FNS, and the Community Food Security Coalition, a non-profit organization.

Farm-to-School Report

How Local Farmers and School Food Service Buyers Are Building Alliances (PDF) helps small farmers and school food service buyers explore how they might establish direct marketing linkages.

Marketing via the Internet

How to Direct Market Farm Products on the Internet (PDF) is designed to help small/medium-sized agricultural producers better develop Internet-based sales transactions by recommending effective methods for reaching and retaining customers.

Trends in Farmers Markets

U.S. Farmers Markets—2000: A Study of Emerging Trends (PDF) assesses the importance of farmers markets as a distribution channel for farm products, documents the recent growth in farmers markets operations, and provides an updated profile of management, operations, and merchandising at farmers markets.

Market Research on Small Meat Processors

Enhancing Commercial Food Service Sales by Small Meat Processing Firms (PDF), published by AMS in cooperation with Texas A&M University, determines potential areas of competitive advantage for smaller scale meat manufacturing firms in supplying local restaurants and other local commercial food service accounts.